



## Media Advisory

**For Immediate Release**

Monday, Oct. 20, 2008

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### **Gov. Huntsman Declares Prescription Safety Awareness Week**

*Week to Focus on Urging Utahns to Use Rx Pain Meds Only as Directed*

**WHAT:** In 2007, 317 Utahns died from prescription pain medication overdoses, making it the number one cause of injury deaths in Utah, claiming even more lives than motor vehicle crashes. In response to the epidemic, Gov. Jon Huntsman has declared Oct. 20-26, 2008 as "Prescription Safety Awareness Week" in Utah.

Earlier this year, the Utah Department of Health launched the campaign: "Use Only as Directed" to educate Utahns about the dangers of prescription drug misuse. The goal of the campaign is to reduce the number of unintentional prescription pain medication overdoses in Utah by 15 percent by 2009. Campaign workers will spend the week distributing information to patients, physicians and pharmacies. For more information visit [www.useonlyasdirected.org](http://www.useonlyasdirected.org).

On Thursday evening, the campaign will host a prescription drug forum to raise awareness about the problem.

**WHO:** Peter Taillac, MD, emergency room physician  
Barbara Crouch, Poison Control Center  
Sandra Kresser, mother of an overdose victim  
Lynnette Wingert, Drug Enforcement Administration

**WHEN:** Thursday, Oct. 23, 2008  
6 p.m.

**WHERE:** Salt Lake City & County Building, Room 315  
451 S. State St.  
Salt Lake City, Utah

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